

Welcome to the first issue of the Mobility Newsletter

MARTA's Mobility management team is excited to bring you this newsletter. Our intent is to keep you informed about what is going on with MARTA's Mobility operations, share relevant information regarding what is happening with MARTA's services, and/or the transportation industry. Finally, we hope to address and clarify questions and concerns that you may have about our Mobility services.

This newsletter will be published bi-monthly, beginning with this- the March 2022 issue. Look for the next issue in May 2022.

We welcome your feedback and any suggestions that you may have regarding future content.

Please send your feedback and suggestions via email, [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com) , to MARTA Mobility Newsletter.

We also invite you to put your personal mark on this newsletter by suggesting a new name. If your suggestion is chosen, you will win a complimentary roundtrip (2 – individual one-way trips) on a future Mobility trip booking. The winner will be contacted by MARTA Mobility via telephone and the winner's name will be printed in our May 2022 edition, along with the debut of the Newsletter's new name.

Here are the simple rules of the "Newsletter Naming Contest"

You must:

- Be a current Mobility customer, as of the date on which you submit your suggested 'name'.
- Submit your suggestions by email to [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com) or via USPS at MARTA Mobility Newsletter, 2424 Piedmont Road, NE, Atlanta, GA 30324.
- All suggestions must be received in the Mobility Eligibility office via email or USPS mail by midnight on March 31, 2022.
- The Mobility Management Team will review the entries, select the name, and notify the winner by April 15, 2022.

Finally, this newsletter is distributed bi-monthly, direct to you via email and through copies onboard the Mobility L-Van. If you would like to opt out of receiving the email newsletter, please send a reply to 'Opt Out of Newsletter' to [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com) . Likewise, if you are reading a hardcopy of the newsletter and would like to begin receiving an electronic version, please send an email to [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com) indicating 'Newsletter- Yes'.

## Mobility Program Highlights

MARTA Mobility provides paratransit service for eligible riders. This is a shared ride advance reservation mode of public transit.

MARTA Mobility operates within designated service areas in Fulton, DeKalb and Clayton counties and the City of Atlanta, along a ¼ mile corridor located on each side of all fixed route bus service and in a ¼ mile radius of each rail line.

### Applying for Mobility:

Those interested in being considered for MARTA Mobility must complete the application process. The application itself can be found at <https://www.itsmarta.com/marta-mobility.aspx> , or you may contact the MARTA Mobility Eligibility office (404-848-5389) to request an application be mailed to your home.

The application process consists of two parts- Part A which is completed by the interested rider and Part B which is completed by your healthcare provider or your licensed rehabilitation professional. When both parts of the application are completed, please submit them either by USPS mail to: Mobility Eligibility, 2424 Piedmont Road, NE, Atlanta, GA 30324, by email to: [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com) , or via FAX 404-848-6900.

A member of MARTA's Eligibility staff will review your application for completeness. If complete you will be contacted to schedule an in-person interview and functional assessment.

### After the in-person interview:

Within 21 days of your in-person interview you will receive your determination letter in the mail (USPS) advising if you are eligible to use MARTA Mobility for your trips. If you are eligible to schedule trips on Mobility you will receive a MARTA Mobility Breeze card in the mail (USPS), under separate cover within 10 days from the date of notification.

### Scheduling Trips:

Your Mobility trips are scheduled through the Reservations office (404-848-5826) and can be scheduled for the same operating hours as MARTA's fixed route bus and rail services. Trips can be scheduled as far out as seven (7) days in advance and as soon as for the next day.

## MARTA Reach: An On-Demand Rideshare Service

In partnership with Georgia Tech, on March 1, 2022, MARTA began a 6-month pilot of a new on-demand rideshare service.

The purpose of the pilot is to test how on-demand shuttles can be used to make it easier and faster for our riders to get to and from their destinations using MARTA.

The goal of the project is to make public transportation in Atlanta faster, more convenient, and more equitable for the city's residents, especially in underserved communities. This new service is called 'MARTA Reach'.

Over the course of the 6-month pilot, MARTA will be seeking to learn how on-demand service can work to supplement and expand the reach of our buses and trains.

MARTA Reach is meant to work with our existing services and will help minimize waiting and walking.

The pilot will initially serve three (3) zones within the MARTA service area:

- (1) West Atlanta (Fulton & City of Atlanta),
- (2) Belvedere (DeKalb), and
- (3) Gillem Logistics Center (Clayton).

How does it work? Simply request a trip (via the app) to and from any bus stop in one of the 3-services zones, and your request is automatically dispatched to a nearby bus to be carried out.

MARTA Reach service will run from 6:00 am-7:00 pm, Monday-Friday. The wait time for a vehicle will be, at most, 15 minutes depending on time of day, traffic and road closures.

Rides can be booked by downloading the MARTA Reach app for your smartphone's mobile app store.

Riders can also request rides by phone- dial 404-848-5000 and follow the prompts.

Please click on the link ( <https://itsmarta.com/reach.aspx> ) to obtain additional information on how MARTA Reach works, view the service area, and to download the app.

## A Frequently Asked Mobility Question: What is a No Show?

### A Quick Guide to Understanding MARTA's No Show Policy

Unavoidable situations may happen from time to time and may cause you to miss a scheduled trip or have to make a late trip cancellation. However, a pattern or practice of 'No-Shows' can adversely affect the efficiency and effectiveness of service for others. As such, ADA regulations "allows transit agencies to suspend, for a reasonable period of time, [the paratransit services of] riders who establish a pattern or practice of missing scheduled trips, also known as no-shows." In coordination with the MARTA Accessibility Committee (MAC, formally the EDAAC), MARTA has established a No-Show policy to outline and address such issues.

The purpose of the No-Show policy is to encourage responsible trip scheduling and to provide more efficient paratransit service for all customers. No-Shows are defined as:

- A "No-Show" occurs when a customer does not present themselves for boarding the vehicle within five (5) minutes of the vehicle's arrival *within* the 30-minute pick-up window.
- A "Late Cancellation" occurs when a customer cancels a trip *less than two (2) hours before* the start of the 30-minute pick-up window.
- A "Cancellation at Door" is when a customer cancels a trip *after the driver arrives*. This includes canceling via phone.

Excessive (typically, 5 or more during a given one-month period) 'No-Shows' can result in suspension of service for one (1) week – for the first occurrence, and two (2) weeks for the second and subsequent occurrences.

To avoid an occurrence, advance cancellations can be made one (1) to seven (7) days in advance of the scheduled trip by calling the automated system at 404-848-4212, or by speaking with an Agent by calling 404-848-5826.

For detailed information regarding MARTA's No-Show Policy, please click the link (<https://itsmarta.com/marta-mobility-guide.aspx>) to view an online copy of the Mobility Rider's Guide, or call 404-848-5389, and request for a copy to be mailed to your home.

## The Future is Accessible

Recently, MARTA's Office of Diversion and Inclusion (D&I) sponsored a webinar entitled "Tools for Independent Living." In addition to D&I, MARTA Mobility Eligibility and Travel Training, the webinar also, featured representatives from the Statewide Independent Living Council of Georgia, and the Creative Community Services organization. The webinar's purpose was to empower and share opportunities for persons with disabilities. For more information and to view a recording of the webinar, you can click or enter the following link in your internet browser, <https://www.itsmarta.com/marta-accessibility-committee.aspx> and click on the link to the recording. Please note the passcode is 2k&SZ0.8

### Transit Trivia:

Test your knowledge of public transportation history

1. Who has the oldest public transit system in the United States?
2. Who has the oldest underground rapid transit system in the world?
3. When and where did MARTA's first train service begin?
4. Before MARTA, there was the ATS. What does both ATS and MARTA stand for?
5. Bonus Question: What is the ATL and what is its role in public transportation in metro Atlanta?

### Transit Trivia Answers:

1. In 1892, Chicago was the first city in the United States to develop a rapid-transit system with the opening of the L- train, which sits elevated above city streets and is still in operation today.
2. The London Underground began its life on January 10th, 1863 in England as a system for locomotive trains. However, in 1890 it became the world's first metro system when electric trains began operating on one of its deep-level tube lines.
3. MARTA's first train, on the East Line, began operating between Avondale and Five Points Station on June 30, 1979 which marked the start of MARTA's combined bus and rail service.
4. The 'Atlanta Transit System' and the 'Metropolitan Atlanta Rapid Transit Authority.'
5. The Atlanta-Region Transit Link Authority's (ATL) goal is to connect transit options across the 13-county region of Atlanta, in coordination with the support of the region's transit partners.

Please call 404-848-4037 to request this information in an alternative format or another language.

#### Key Contacts

Eligibility - 404-848-5389

Reservations - 404-848-5826 T

ravel Training - 404-848-5193

Estimated Time of Van Arrival (ETA) - 404-848-4212

Automated Advanced Trip Cancellation - 404-848-4212 & follow the prompts

Mobility Breeze Card - 404-848-5112

No Show Dispute Line- 404-848-4000

Send comments and suggestions to [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com)

#### MARTA Mobility Services

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